

SaaS Pricing and Revenue Model

Model Input Assumptions

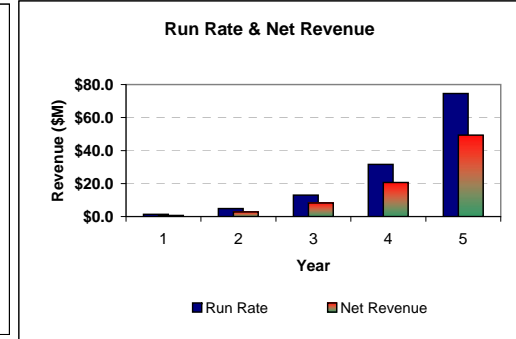
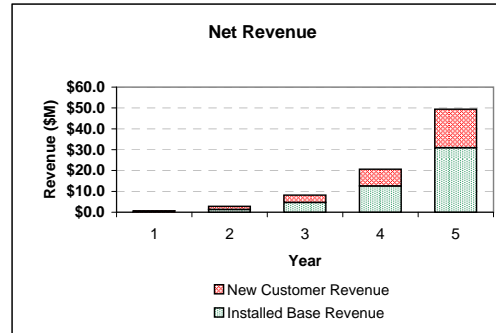
Product line and pricing	Package #1	Package #2	Package #3
List price per month	\$50.00	\$75.00	\$125.00
List price per quarter	\$150.00	\$225.00	\$375.00
List price per year	\$600.00	\$900.00	\$1,500.00

Customer Acquisition	
Initial number of customers (base)	100
New customers acquisition growth rate (p.a.)	100%
Retention rate	90%
Net number of customers at end of 5 yrs	15,091

Purchase Information			
Commitment or contract length (in years)	1.0		
Average number of units/users in a customer's first order		3	
	Package #1	Package #2	Package #3
Mix of units in initial order	2	1	0
Annual growth rate in initial order quantity	15%		
	Package #1	Package #2	Package #3
Initial order mix at end of 5 years	4	2	0

Unit Upgrades and Growth			
Commitment or contract length (in years)	1.0		
Total percentage of units that are upgraded	60%		
	% units upgraded from...	Qtrs until upgrade	# Qtrs Must be between
	Package 1 to Package 2	50%	1 and 4 qtrs
	Package 1 to Package 3	10%	2 and 4 qtrs
	Package 2 to Package 3	20%	2 and 3 qtrs
Annual viral growth rate in all types of units	10%		

Model Outputs



Run Rate (M)
\$74.59

Revenue (M)
\$49.40

